

Mayor's Economic Development Update

Presented to City Council November 7, 2013

Overview

- Employment Snapshot
- Primary and Secondary Economic Drivers
- Strategies
 - Efficient & Effective Development Processes
 - Industrial Land & Infrastructure
 - Business Expansion & Retention
 - Export Development
 - Fresno Food Expo
 - Incentives
 - Workforce Development & Adult Education
 - Development Code Changes
 - Small & Minority Owned Business Initiatives
 Infill & Revitalization

Employment Snapshot — Fresno Regional Workforce Investment Board

Fresno Regional Workforce Investment Board 2012 Emloyment Survey	Number of Employers Surveyed	Current Employment	2012 Projected Increase/ Decrease to Year One	2012 Projected Increase/ Decrease to Year Three
Information Technology ¹	170	4,797	485	930
Renewable Energy	28	2,217	85	162
Automotive	102	6,507	449	908
Logistics/Distribution	76	10,244	792	1,680
Manufacturing	138	18,882	1,467	2,554
Agribusiness	109	15,799	2,044	3,124
Professional Technical Occupations ¹	212	18,900	1,983	3,749
Healthcare ²	222	35,714	1,853	3,675
Trades	154	10,672	1,048	2,171
TOTAL	1,211	123,732	10,206	18,953

Overview of Economic Drivers

"EXPORT ORIENTED" INDUSTRIES (Primary Economic Driver)

"PEOPLE SERVING"
INDUSTRIES
(Secondary Economic Driver)



Economic Development Strategies Business **Export** Expansion Development & Retention Program Fresno Food Expo Industrial Land & Infrastructure "EXPORT ORIENTED" **Incentives INDUSTRIES** (Primary Economic Driver) **Efficient** & Effective Development **Processes** "PEOPLE SERVING" Workforce **INDUSTRIES** Development (Secondary Economic Driver) & Adult Education Infill & Revitalization Development Initiatives Code Small & **Updates Minority Owned Business** Initiative

Business
Expansion
& Retention

Export

STRATEGY:

Efficient & Effective Development Processes

- Business Friendly Fresno
- Industrial Development
 "Concierge Service"
- Investment in software and IT needed to support reformed process

Revitalization

Small & /linority Owne

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Initiative

Efficient & Effective Development Processes

Industrial Land & Infrastructure

Business
Expansion
Develo

STRATEGY:

Industrial Land & Infrastructure

- Prioritizing industrial land in 2035 GP Update
- 5-Year CIP that supports industrial development
- Clean Energy Food Park –
 Feasibility Study

Minority Owned
Business

Business
Expansion
& Retention
Program

STRATEGY:

Business Expansion & Retention

- Communication plan targeting key industries and businesses
- Incentives EEDR, other
- "Concierge Service"

(Secondary Economic Driver)

Infill & Revitalization Initiatives

Small & Minority Owner

Initiative

Export Development

STRATEGY:

Export Development

- Mayor's Export Commission
- Partners
 - US. Department of Commerce
 - Center for International Trade
- "Global Cities" Initiative

Revitalization

Small & Minority Owned Business

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Eusiness
Expansion
& Retention
Program

Fresno Food Expo

STRATEGY:

2013 Fresno Food Expo

- 103 Exhibitors
- 626 Buyers
 - including 467 new buyers
- 1,101 Public Attendees

Infill & Revitalization Initiatives

Small & Minority Owned

Insidications

Business Export
Expansion Development
Retention

Fresno
Food Expo

STRATEGY

Fresno Food Expo:

Exhibitor Survey Results

- 60% "extremely valuable for their business"
- 29% returning exhibitors, "sales increased more than 30% since participating in the Food Expo"
- 33% exhibitors met with international buyers during 1-on-1 meetings; received 5-8 solid leads

Minority Owned

Fresno Food Expo

STRATEGY:

Fresno Food Expo:

Buyer Feedback

- 61% attended because of the diverse mix of exhibitors at the Expo
- 98% who attended in 2013 said they will be returning in 2014

Revitalization

Small & Minority Owned

Export
Expansion
& Retention

Fresno Food Expo

STRATEGY:

Fresno Food Expo: Success Stories

- Islamic Meat Company
 - met an exporter at the expo and is now selling turkeys to Japan.
- P*DE*Q
 - connected with Costco to host road shows in Valley Costcos to build product exposure.
- Dairy Goddess Farmstead Cheese
 - picked up 3 new retail clients, including Kristina's Natural Ranch Market.
- Bella Villa Orchards
 - winner of the New Product Industry Award, is now in contact with Whole Foods and Safeway

Initiative

"After the Fresno Food Expo, we experienced a significant increase in our sales volume. And the stores were thrilled because they were increasing the sale of our product. It was a win-win for everyone. The exposure at the Fresno Food Expo was very helpful to our recent growth."

- Nicole Schott, Rosa Brothers

"I attended the Fresno Food Expo for the third straight year, and I look forward to this regional show because not only do I always find great new product selections, but I also get a chance to meet food producers, understand more about their product lines and come away with a better understanding of how I can carry more local products in our stores."

- Richard Luce, Walmart

Business Expansion & Retention Program

Export evelopment

Incentives

STRATEGY:

Incentives

- Enhanced Economic Development Rate
- Revised impact fee program that prioritizes industrial development
- Enterprise Zone through 2014
- Infrastructure financing incentives for City-operated utilities

Small & Minority Owned Rusiness

Workforce Development & Adult Education

- Career Tech Education
 - Fresno Unified
 - Clovis Unified
 - Central Unified
 - Sanger Unified
 - SCCCD
- Expansion of Higher Education
- Fresno Regional Workforce Investment Board
- Learn2Earn

Workforce
Development
& Adult
Education





Workforce Development & Adult Education

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Workforce
Development
& Adult
Education

Expansion of Higher Education

Fresno State graduates

-2013: 4,914

- 2012: 4,840

Fresno Pacific graduates

– May 2013: 548

2012: 997569 in May and 428 in December

Fresno Regional Workforce Investment Board

- Public Infrastructure/High Speed Rail Training
 - First cohort will graduate on Nov. 12
 - Second cohort will begin in January
 - Multi-craft, pre-apprentice training program run in partnership with the Building Trades Council
 - Includes seven building/construction unions
 - Funded through a \$1.5 million Dislocated Worker Additional Assistance grant from the state
 - Includes Stanislaus and Kern/Inyo/Mono counties
- Energy Sector Training
 - PG&E's PowerPathway program
 - Upcoming cohorts focus exclusively on recently separated veterans
 - Funded by state grant through Veterans Employment Assistance Program.

Learn2Earn

Business
Expansion
& Retention

Export evelopment

2,055 current participants

PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5	PHASE 6
Entrance to On-Ramp — Inquiries	Education Advisor — intake and education planning	Enrollment — financial aid, barriers, enrollment, testing	Attending Education or Training	Graduation	Work World
724	221	344	584	169	13

Education

Infill & Revitalization Initiatives

Small & Minority Owned Business Developmen Code Updates

Expansion Development

Development Code Changes

- Conditional Use Permit
 - Streamlining and simplifying approval
 - Developed easy to understand checklist for applicants
 - New Alcohol CUP policy reduces fees and streamlines review process
 - 3-year extended life of CUPS after a business closes
- Outdoor Dining Ordinance

Development Code Updates

Small & Minority Owned Business Initiatives

- City Hall procurement briefings targeted towards small and minority owned businesses
 - Contractors
 - Professional Services
 - Building Maintenance
- Promote certification program
- Track progress on diversifying the City's supply chain

Small & Minority Owned Business Initiative

Infill & Revitalization

- Fulton Corridor Specific Plan
- Downtown Neighborhoods Community Plan
- 2035 GP Update
- BRT
- Infill incentives
- Development code changes
- Programming the Downtown Area
- Property tax abatement for home-owner property rehab
- HOME funds targeting property rehabilitation

Infill & Revitalization Initiatives

Business Expansion & Retention

Export evelopment

STRATEGY:

Efficient & Effective Development Processes

BFF – applies to "people serving" industries, as well as industrial customers

Efficient & Effective Development Processes

"PEOPLE SERVING"
INDUSTRIES
Secondary Economic Driver

Education

Revitalizatio

Small & Minority Owned

Code Updates

Initiative

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